





Touching the lives of everyone in Newport Beach

	Goal	Measures	Targets
 FINANCIAL	Increase Financial Success	Increase stakeholders support. Gain support for facilities projects.	City Council to approve a 15% increase in Library budget Receiving funding to remodel Branch Library
 CUSTOMER SERVICE	Improve Customer Service	Fewer Customer Complaints Staffing to meet customer needs. Examine programming needs.	Increase the number of positive statements on comment forms by 25% Receive high ratings from mystery shopper program. Increase program attendance by 5%
 ORGANIZATIONAL READINESS	Establish Culture of Self Assessment	More proficient staff. Anticipate technology needs. Improve service delivery time.	Increase network/internet up time by 20%. Improve staff assessment scores over baseline by 20%
 RESOURCES	Tailor Resources to Customer Needs	Better Used Collection Update branch collections. Develop an integrated plan to meet community needs.	33% of non-fiction collection will be less than 5 years old. 90% of the audio/visual collection will be in disc format Fill customer requests in 12 weeks or less from date item is in the library.